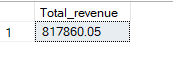
**PIZZA Sales SQL Queries**

**A.KPI’s**

**--Total Revenue**

select round(sum(total\_price),2) as Total\_revenue from pizza\_sales\_csv\_file



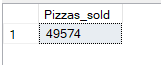
**--Average Order Value**

select Round(sum(total\_price)/count(distinct order\_id),2) as Avg\_order\_value from pizza\_sales\_csv\_file



**--Total Pizzas sold**

select sum(quantity) as Pizzas\_sold from pizza\_sales\_csv\_file



**--Total Orders**

Select count(distinct order\_id) as total\_orders from pizza\_sales\_csv\_file



**--Avg pizzas per order**

select Cast(cast(sum(quantity) as decimal(10,2))/cast(count(distinct order\_id) as decimal(10,2)) as decimal(10,2)) as Avg\_pizza\_per\_order

from pizza\_sales\_csv\_file



**B. Chart Requirements:**

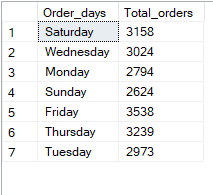
**Daily Trend for Total Orders:**  
Create a bar chart that displays the daily trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.

**--Weekday-wise**

Select DATENAME(DW,order\_date) as Order\_days, count(distinct order\_id) as Total\_orders

from pizza\_sales\_csv\_file

group by DATENAME(DW,order\_date)



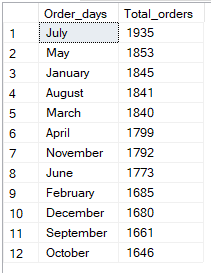
**--Month-wise**

Select DATENAME(month,order\_date) as Order\_days, count(distinct order\_id) as Total\_orders

from pizza\_sales\_csv\_file

group by DATENAME(month,order\_date)

Order by Total\_orders desc

****

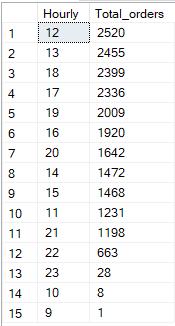
**2. Hourly Trend for Total Orders:**  
Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of high order activity.

Select Datepart(hour,order\_time) as Hourly, count(distinct order\_id) as Total\_orders

from pizza\_sales\_csv\_file

group by Datepart(hour,order\_time)

order by Total\_orders desc



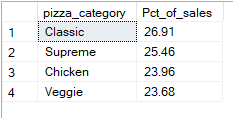
**3. Percentage of Sales by Pizza Category:**  
Create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.

select pizza\_category,round(sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales\_csv\_file),2) as Pct\_of\_sales

from pizza\_sales\_csv\_file

group by pizza\_category

order by Pct\_of\_sales desc



**4. Percentage of Sales by Pizza Size:**

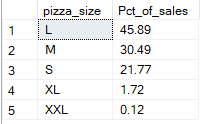
**Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.**

select pizza\_size,round(sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales\_csv\_file),2) as Pct\_of\_sales

from pizza\_sales\_csv\_file

group by pizza\_size

order by Pct\_of\_sales desc

****

**NOTE: Always check that the subquery is filtering on the same logic as the outer query** if they need to be in sync.

**In the below example of *% sales by quarter* we are putting where clause in both the sub and outer query so the result should sync.**

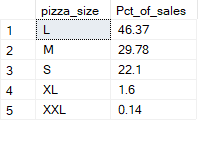
select pizza\_size,round(sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales\_csv\_file where datepart(QUARTER,order\_date)=1),2) as Pct\_of\_sales

from pizza\_sales\_csv\_file

where datepart(QUARTER,order\_date)=1

group by pizza\_size

order by Pct\_of\_sales desc

****

**5. Total Pizzas Sold by Pizza Category:**

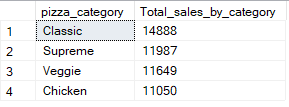
**Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.**

Select pizza\_category,sum(quantity) as Total\_sales\_by\_category

from pizza\_sales\_csv\_file

group by pizza\_category

order by Total\_sales\_by\_category desc

****

**6. Top 5 Best Sellers by Total Pizzas Sold:**

**Create a bar chart highlighting the top 5 best-selling pizzas based on the total number of pizzas sold. This chart will help us identify the most popular pizza options.**

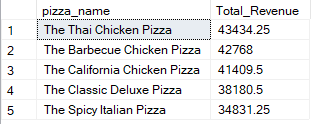
--Top 5 by total Revenue

Select top 5 pizza\_name,sum(total\_price) as Total\_revenue

from pizza\_sales\_csv\_file

group by pizza\_name

order by Total\_revenue desc



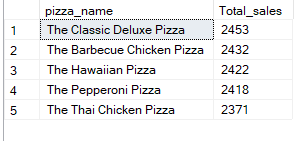
--Top 5 by Total quantity of pizzas sold

Select top 5 pizza\_name,sum(quantity) as Total\_sales

from pizza\_sales\_csv\_file

group by pizza\_name

order by Total\_sales desc



--Top 5 by Total\_orders

Select top 5 pizza\_name,count(distinct order\_id) as Total\_orders

from pizza\_sales\_csv\_file

group by pizza\_name

order by Total\_orders desc



**7. Bottom 5 Worst Sellers by Total Pizzas Sold:**

**Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the total number of pizzas sold. This chart will enable us to identify underperforming or less popular pizza options.**

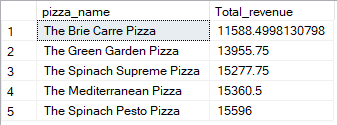
--Bottom 5 by Total\_Revenue

Select top 5 pizza\_name,sum(total\_price) as Total\_revenue

from pizza\_sales\_csv\_file

group by pizza\_name

order by Total\_revenue

****

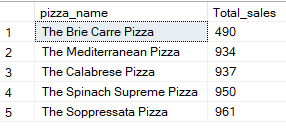
--Bottom 5 by Total quantity of pizzas sold

Select top 5 pizza\_name,sum(quantity) as Total\_sales

from pizza\_sales\_csv\_file

group by pizza\_name

order by Total\_sales

****

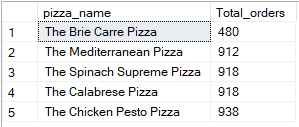
--Bottom 5 by Total\_orders

Select top 5 pizza\_name,count(distinct order\_id) as Total\_orders

from pizza\_sales\_csv\_file

group by pizza\_name

order by Total\_orders

****